

1 Sub A1 1. A method comprising:  
2 positioning a plurality of wireless tags around a  
3 facility; and  
4 providing a sensor associated with a user to  
5 sense the tags to determine the position of the user in the  
6 facility.

1 2. The method of claim 1 including:  
2 wirelessly linking a plurality of shopping carts  
3 within a retail facility through a local area network based  
4 in the retail facility; and  
5 enabling the carts to exchange information  
6 through said network.

1 3. The method of claim 2 including providing a  
2 processor-based device on a shopping cart to retail  
3 customers that wirelessly communicates with said server.

1 4. The method of claim 2 including pushing  
2 information to the cart depending on the cart's current  
3 location.

1 5. The method of claim 1 including providing a  
2 plurality of sensors associated with the user, each sensor  
3 to sense the tags to determine the position of the user in  
4 the facility.

1           6.    The method of claim 1 including providing said  
2    sensor on a shopping cart.

1           7.    The method of claim 1 including receiving  
2    identifying information from each of a plurality of  
3    wireless tags.

1           8.    The method of claim 7 including providing said  
2    information from said wireless tags to a server.

1           9.    The method of claim 7 including using said  
2    information from said wireless tags to determine the  
3    current location of the user.

1           10.   The method of claim 1 including obtaining  
2    information about the route and direction of travel of a  
3    user.

1 *Sub 2* (11. An article comprising a medium storing  
2 *R* instructions that enable a processor-based system to:  
3           receive information from a plurality of wireless  
4    tags distributed about a facility; and  
5           analyze information from the tags to determine  
6    the location of a user.

1 12. The article of claim 11 further storing  
2 instructions that enable a processor-based system to:  
3 2 wirelessly link a plurality of shopping carts  
4 within a retail facility through a local area network based  
5 in the retail facility; and  
6 enable the carts to exchange information through  
7 said network.

1 SE 13. The article of claim 12 further storing  
2 instructions that enable the processor-based system to  
3 provide information about the current location of a  
4 processor-based device associated with a cart.

1 14. The article of 13 further storing instructions  
2 that enable the processor-based system to determine the  
3 cart's location.

1 15. The article of claim 14 further storing  
2 instructions that enable the processor-based system to push  
3 information to a cart depending on the cart's current  
4 location.

1 16. The article of claim 12 further storing  
2 instructions that enable the processor-based system to  
3 receive information from a plurality of sensors associated  
4 with the user, and extract position information from a

5 plurality of tags sensed by each of the plurality of  
6 sensors to determine the position of the user.

1 17. The article of claim 11 further storing  
2 instructions that enable the processor-based system to  
3 receive identifying information from each of a plurality of  
4 wireless tags.

1 18. The article of claim 17 further storing  
2 instructions that enable the processor-based system to  
3 provide said information from said wireless tags to a  
4 server.

1 19. The article of claim 17 further storing  
2 instructions that enable the processor-based system to use  
3 the information from the wireless tags to determine the  
4 current location of the user.

1 20. The article of claim 11 further storing  
2 instructions that enable the processor-based system to  
3 obtain information about the route and direction of travel  
4 of the user.

1 *Sub* 21. A system comprising:  
2 *A3* a plurality of wireless tags;  
3 a wireless sensor associated with a user;

4 a processor associatable with a user; and  
5 a storage coupled to said processor to determine  
6 the user's position based on information from said tags.

1 <sup>50</sup> 22. The system of claim 21 further including a  
2 <sup>E</sup> wireless transceiver.

1 23. The system of claim 21 further including an  
2 interface to enable network communications.

1 24. The system of claim 21 wherein each of said  
2 wireless tags provides an identifying code to said wireless  
3 sensor.

1 25. The system of claim 21 including a plurality of  
2 wireless sensors associated with the user.

1 26. The system of claim 21 including a shopping cart,  
2 said wireless sensor and said processor mounted on said  
3 shopping cart.

1 27. The system of claim 21 including a wireless  
2 interface to communicate with a network.

1        28. The system of claim 27 wherein said processor  
2 forwards information from said tags through said wireless  
3 interface to said network.

1        29. The system of claim 21 including a server coupled  
2 to said network, said server receiving position identifying  
3 information from said sensor and providing advertising  
4 information to said processor.

1        30. The system of claim 21 wherein said processor  
2 tracks the direction and movement of said user.

add P2  
add P4